



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING

July 8, 2015

Board of Directors

Robert Cushman, Michael Czarcinski, Sauli Danpour, Robert Hanasab, Steve Hathaway, Peklar Pilavjian, Lucy Rumantir

Absent

Barry Altshuler, Travis Addison, Eric Bender, Jim Bonham, Barbara Bundy, Alex Capriotti, Richard Costanzo, David Damus, Clare De Briere, Simon Ha, Carol Schatz, KC Yasmer, Cari Wolk, Adele Yellin

Staff

Jeff Chodorow, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Herman Pang, Ken Nakano, Henna Sherzai

Guests

Julio Morales, Equity Residential; Veronica Perez, Downtown Resident; Javier Castellon, Universal Protection Service; Jose Hernandez, Universal Protection Service (DCBID Safety Officer)

CALL TO ORDER

Pilavjian called the meeting to order at 8:10 am without a quorum.

Veronica Perez, a Downtown Resident and business owner acknowledged and recognized DCBID Safety Officer, Jose Hernandez for his exemplary service to her and the DCBID. Perez indicated that she was walking her dogs and involved in a hit and run by a drunk driver that injured her and unfortunately took the life of her dog. Officer Hernandez was instrumental in the identification and arrest of the drunk driver. Ms. Perez thanked the DCBID for all that it does for the Downtown community and gave a special thanks to Officer Hernandez. Nakano presented Officer Hernandez with a certificate of recognition and gift card for his efforts.

APPROVAL OF MINUTES

Approval of May 6 minutes will be carried forward to the next board meeting.

Change to Board Seats: Holley announced that Barry Altshuler of Equity Residential has requested that Julio Morales represent him and Equity Residential as an alternate on the Board. As we did not have a quorum to vote, this will be carried forward to the next board meeting.

Chodorow reported:

Chodorow and Holley met with the two members of the Finance Committee to review the May and June 2015 financials. The financials were not approved by the Finance Committee as there was not a quorum.

Chodorow presented financials for May and June. Year-to-date revenue was slightly lower than budgeted due to timing. YTD expenses were approximately \$150k favorable due mostly to timing differences of the Homelessness program (\$30k), research study (\$12k), and advertising (\$35k). There were also permanent saves resulting from open positions that have been recently filled in Marketing and Economic Development (\$20k), Ambassador

staffing (\$21k), and anticipated minimum wage increases for Security and Maintenance programs that did not take effect (\$20k).

Since we did not have a quorum, May and June financials will be reviewed on year-to-date report at the next Board Meeting.

PRESIDENT'S REPORT

Holley presented the President's report in Carol's absence. Holley introduced Henna Sherzai as DCBID's new Director of Marketing & Communications and Julia Marino as the new Economic Development Associate.

Holley thanked Alex Capriotti for providing a tour of The Broad Museum to DCBID Board and CCA members. The Broad Museum is scheduled to open in September 2015.

Holley invited the board to attend the following events:

- DCBID's Dog Day Afternoon event today at the Cathedral of our Lady of Angels: We currently have 1600 RSVPs consisting of humans and dogs. We will be honoring Monsignor Kevin Kostelnik and his late dog Joaquin with the "Best Buddy" Award and Hal Bastian will be presented with the "Top Dog" Award. Monsignor (who will be leaving next July) will also be honored with a City Resolution acknowledging his leadership at the Cathedral.
- CDA Homelessness Forum on July 30
- Annual IDA Conference at the end of September in San Francisco
- Public Safety Appreciation BBQ on October 15 at 333 S. Hope: thank you to Brookfield for hosting.
- Halloween Event on Saturday, October 31 at FIDM: thank you to FIDM for hosting.
- On the CCA side: Elected Officials Reception is being held at the Omni Hotel on July 29.

CCA Legislative Affairs:

Lavan Enforcement – The mayor has refused to sign the ordinance that would reduce the notice time from 72 hours to 24 hours on removal of abandoned possessions until further guidelines can be provided.

Minimum Wage Update – the city agreed to amend the current minimum wage proposal to provide an 18 month exemption for transitional workers from Chrysalis, Homeboy and the LA Conservation Corps. Chrysalis has indicated that it will be giving guidance to its customers to budget as though the exemption is not in effect. The wage is to take effect 7/1/16. It was estimated that worst case scenario - based on no staff reductions and all employees subject to city rates - that future year maintenance and security wages would increase as follows over 2015 expenses:

2016: \$150K
2017: \$300K
2018: \$550K
2019: \$750K
2020: \$900K

It was discussed that staffing sizes needed to be closely evaluated when budgeting but that maintaining a high level of safety should be considered.

CHIEF OPERATING OFFICER'S REPORT

2018 Renewal - The city has notified us that the first draft of the Management Plan will be due August 2016.

Broadway Streetscapes -LADOT has scheduled a walk of the newly installed street surfacing with the DCBID at the end of the July with the intention of commencing the maintenance contract shortly thereafter.

Kiosk Update – OUE had agreed to rent the kiosk at the base of the US Bank Tower to the DCBID. They have since decided to replace the existing structure with a new one. The kiosk is expected to be completed early next year. The DCBID will utilize the kiosk as an information center for Downtown visitors, businesses and residents.

Nakano Reported:

Safety:

645 S. Olive Street – Assault W/Deadly Weapon

DCBID Safety Officers were flagged down by citizens outside of a Metro bus that was stopped at the corner of 7th & Olive. The citizens advised of an altercation that was occurring on the bus. The safety officers observed that one of the subjects was profusely bleeding from a laceration on his head. Utilizing verbal commands, the Safety Officers were able to separate, de-escalate and diffuse the situation. Both subjects refused to state what started the altercation; however, witnesses advised that it had started over a seat on the bus with one party being the aggressor. LAFD was called to treat the victim, while the Sheriff's department responded and arrested the other party for assault with a deadly weapon.

444 S. Flower – Citigroup Building

A citizen who worked inside of the building at 404 S. Flower came across a 12 year old juvenile female who was lost. The citizen called the DCBID Service Center and Safety Officers responded. Upon investigating, the juvenile advised Safety Officers that she was riding the bus to her sister's residence; she lost the directions and got off at the wrong location. The juvenile was able to give the Safety Officers her mother's contact number and we were able to contact her mother to pick her up. Safety officers stood by with the juvenile until her mother arrived.

	<u>May 2015</u>	<u>June 2015</u>
Calls For Service	1,922	1,922
Self Initiated Calls/Incidents	7,040	8,741
LAFD Assists	6	10
LAPD Assists	21	19
Misdemeanor Incidents	1,076	1,177
Felony Incidents	11	8
Quality of Life Incidents	2,339	2,518

Maintenance:

Eighteen new BigBelly solar stations were installed in late June. This is in addition to the eighteen stations that were placed in 2014. The new stations were placed along Hill St., Grand Ave. (adjacent to The Broad), 9th St. and Olympic Blvd. To date, data collected from the cans indicate that there has been significant improvement in collecting the bags once the can becomes full.

Phase-1 of tree trimming was completed at the end of May; approximately 139 trees were trimmed. Phase-2 of the trimming plan is scheduled to start at the beginning of July and is anticipated to be completed by the end of July (see pictures below).

BID ACTION:

The BID ACTION Team has been focusing their efforts in the area of 4th & Hill Metro Station and 3rd & Main. This area continues to be an area that is frequented and in need of services.

The ACTION team continues to do 2 homeless counts per month:

	<u>May</u>	<u>June</u>
Count -1	138	132
Count - 2	129	158

Sherzai Reported:

Marketing Campaigns & Events

In early June, we launched our summer marketing campaign titled *Summer in the City*. The campaign promotes Downtown LA as a destination for outdoor events and encourages event goers to patronize local businesses by providing them with suggestions for dining, shopping, and entertainment before and after the event, as well as hotel packages to extend their stay. Ten event series are featured in the campaign including FIGat7th Downtown Festival, Downtown Stage at Pershing Square, Grand Performances, and Dance Downtown at The Music Center.

The campaign is supported by PR, ads in the Downtown News, radio spots on KCRW and iHeartRadio (formerly Clear Channel,) a spin art booth at the August Art Walk, and flyers distributed throughout the greater Los Angeles area.

In May, our *Brunch in the City* guide was featured on our website. It included listings for over 30 restaurants open weekly for brunch, as well as listings for Mother's Day brunch and events. The guide was promoted via social media and email blasts.

We hope to see you tonight from 6-9pm at the Cathedral of Our Lady of the Angels for the 9th Annual Dog Day Afternoon. This free event for Downtown residents and their dogs celebrates community by providing a forum where residents can mingle. The event also showcases over 20 pet-friendly Downtown businesses. We expect 1,000 dogs and their owners.

We are in the planning stages for the Public Safety BBQ on October 15 at Bank of America Plaza and the Halloween Party for Downtown LA Kids on October 31 at Grand Hope Park at FIDM.

Website

We have been posting new businesses, upcoming events, and promotions on our website. We continue to work on the new website, currently in the development phase. We plan to launch the new website in Q3.

PR

Our PR firm Macy + Associates researched, drafted and submitted editorial feature pitches nominating our CEO and President Carol Schatz for her leadership in business. Both *Real Estate Forum* and *Los Angeles Business Journal* recognized Carol with awards. Macy + Associates also worked with media outlets including *LA Weekly*, *KNBC*, *Fox*, *Los Angeles Business Journal* and the *Los Angeles Downtown News* on various topics – from development news to street vending.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

Property Owner Quarterly Newsletter & Monthly eNewsletter

In June we produced the Q2 issue of the quarterly newsletter that arrived to stakeholders recently. The issue features articles about Downtown Dog Day Afternoon at the Cathedral, Carol's leadership awards, and our popular free tours of residential buildings and office space.

The DCBID's monthly e-newsletter was sent to over 37,000 current subscribers. It highlighted new business openings, Downtown events, and special offers to our subscribers.

Griffin Reported:

GET URBAN: Creative/Tech/ Office (CTO) Recruitment Initiative

We continued to build on the success of our **GET URBAN; GET DOWNTOWN** initiative with fully subscribed Downtown office space tours in May and June. A total of over 120 people have attended the first four monthly tours, on which we have showcased 16 of Downtown's leading tech and creative companies, along with the eclectic neighborhoods, arts, culture, retail and residential opportunities Downtown.

As part of our on-going marketing, communications and outreach strategy, we distributed the **GET URBAN** brochure and promotional video directly to the commercial brokerage, tech and creative communities at the following technology and real estate events: **TechDay LA, Connect Los Angeles, Start-Ups-in-the-Sky** and **FastCompany's FC/LA Conference**. In addition to these efforts, we established a social media presence on **Twitter**, with 269 Tweets (approximately 25 per week) to our growing base of 155 followers, including: FIGat7th, Rising Realty, Wilshire Grand Center, Cushman & Wakefield LA, Onni Group, The BLOC, Brookfield DTLA, LA Downtown News, Urbanize.la, and Roger Vincent.

We have ongoing communication and collaboration with the creative and technology communities exploring opportunities to expand the reach and impact of the **GET URBAN** initiative and to nurture and grow the tech and creative presence Downtown. Specific partners in this effort include: TechRise, CrossCampus, Start-Up DTLA, REACH NeXT, Los Angeles County EDC, and the Mayor's Office of Economic Development.

EVENTS

Downtown Residential Managers (DRMA) Roundtable Mixer at Faith & Flower

We hosted a **DRMA** mixer at the Faith & Flower restaurant attended by over 50 Downtown Residential Managers.

TOURS

Housing Tours

We hosted monthly housing tours in May and June, with an average of 50 people in attendance. We also led a custom tour for a group of individuals interested in purchasing residential and investment properties.

OUTREACH, PROMOTION& RECRUITMENT

The Economic Development team met, toured with and provided information and assistance to over two dozen brokerage firms, service providers, business and property owners, investors and developers as part of its going effort to attract, retain and support retail businesses, office space tenants and property development, including residential, commercial and hospitality. Among these were several high-end retail businesses looking to establish a presence Downtown, a large Asian developer in the market for properties and partnerships, several existing property owners exploring repositioning or sale of their assets, and a major cultural institution planning to relocate from the Westside to Downtown.

ECONOMIC & MARKET REPORTS

We produced and published the **Q1 2015 Market Report** in a format redesigned based on user feedback and developed to be both more functional and appealing for the reader. Significant changes that make this report a one of kind resource for our market include:

- One list that includes all development projects under construction in DTLA
- One list that includes all development projects in the pipeline in DTLA
- A Development Highlight photo gallery has been added with featured projects

We also worked with Brookfield Properties and Uber Media, a mobile advertising technology firm, to develop a pilot research project that analyzed visitor patterns at FIGat7th using cell phone usage to determine home and work locations, path to purchase and broad demographics. Based on favorable feedback from Brookfield, we are exploring how to apply this technology to a broader analysis of Downtown LA retail shopping patterns for use in a DCBID consumer research study.

RESEARCH & INFORMATION REQUESTS

We responded to over 30 external requests from brokers, business and property owners, investors and developers, for information on a range of topics, including:

- Demographics of Downtown residents and workers
- Residential, commercial and retail market statistics and updates
- Current development pipeline
- Property ownership and sales information
- Construction costs
- Regional Connector and other transit projects
- Significant commercial office, residential and retail leases and sales
- New development project plans, information and renderings
- Amenities and nightlife
- New retail businesses and developments
- Streetscape improvement projects

ON-GOING PROJECTS

The Economic Development team participated in meetings and/or working groups for the following Downtown development projects:

- Bringing Back Broadway
- Pershing Square Renew
- Avenue of Angels
- 7th Street Improvement Project
- MyFigueroa Streetscape Project

Czarcinski asked Griffin if he has been in contact with LA Tourism. Griffin confirmed that he has a meeting with them today to discuss DT visitor survey. Czarcinski offered to assist with collaborating with LA Tourism.

PROPERTY OWNER OR PUBLIC COMMENT: None

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT: The next meeting is scheduled for September 9, 2015. The meeting was adjourned.